

## Module Five – Business Acumen

### What is Business Acumen

Business Acumen is knowing how YOUR business makes MONEY; and how to drive EXECUTION in the context of YOUR business STRATEGY. Business Acumen includes:

- Financial Literacy
- Technical Acumen
- Execution
- Emotional Intelligence

### How can you increase your Business Acumen

#### Build Linear Skills

- Books
- Podcasts
- Workshops
- YouTube

Developing your knowledge and experience

#### Build Non-Linear Skills

- Communication
- Relationships
- Plans
- Accountability

Skill set to be able to drive performance and get outcomes

### Mental Models

Mental models provide context and frameworks to make decisions, research has shown that people who use mental models are more productive.

Mental Models:

- Provide context
- Offer clear paths of communication
- Provide more certainty
- Reduce stress
- Increase discipline

### The LASER Model

**L** – **Look, Listen, Learn:** Be aware of what is happening around you

**A** – **Analyse:** Analyse the situation

**S** – **Strategise:** Develop a strategy

**E** – **Execute:** Take action

**R** – **Review:** Review the results